

Abstract of the Disclosure

Interactive links are provided in TV programming by receiving a TV signal including a graphic symbol (e.g., a network logo) and generating a webpage having an active region (e.g., hotspot) corresponding to, for example, in registration with, the graphic symbol. The active regions can be transparent or they can have visual characteristics to enhance the underlying graphic or otherwise provide visual cues to the viewer. A predetermined action (e.g., displaying a specified webpage) associated with the active region is performed in response to viewer input, for example, selection of the active region.

100469.W11

09365741.0000